

Welcome to the bike share meeting

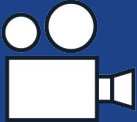
The meeting will begin shortly.



Your camera and microphone are turned off.



Use “raise hand” to ask a question aloud.



This meeting will **not** be recorded. We will post notes online.



bluebikes.com
bikeshare@boston.gov

Regional Bike Share Meeting

Tuesday, April 13, 2021



Boston



Brookline



Cambridge



Everett



Somerville

Tonight's Agenda

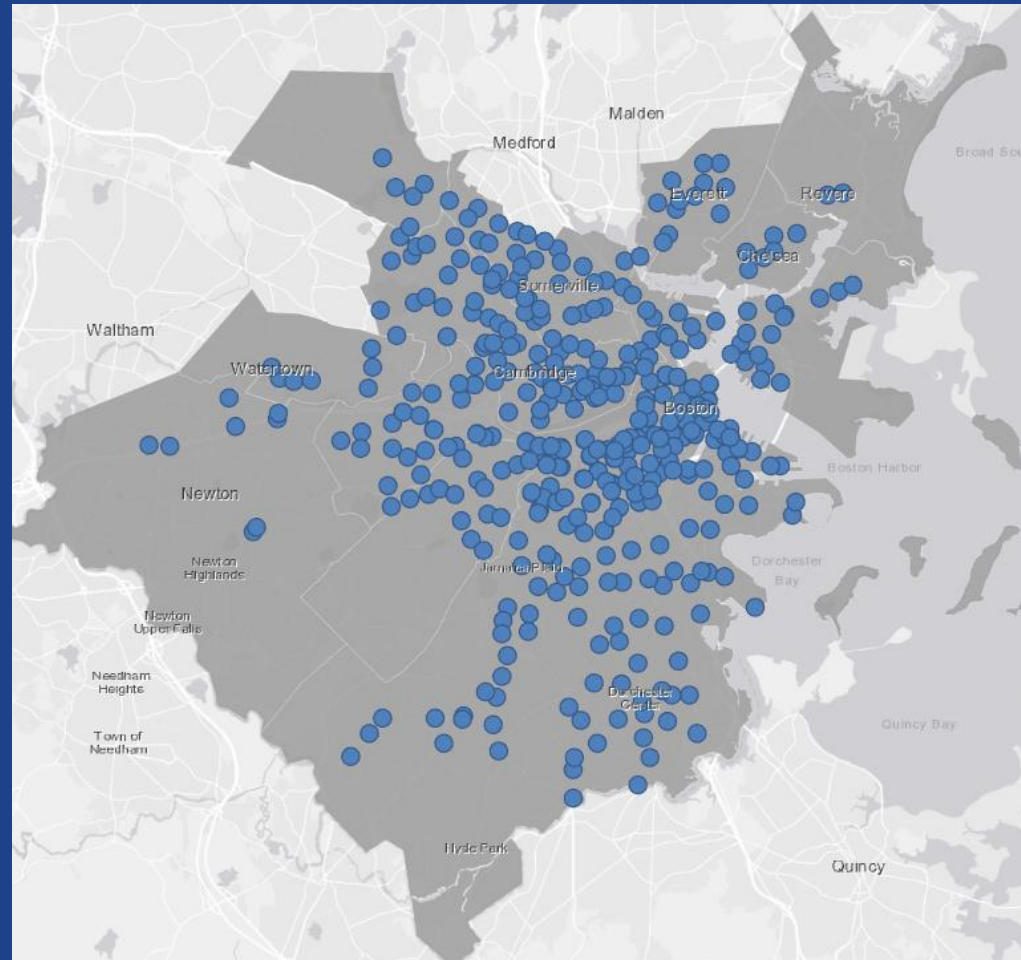
- ▶ Welcome!
- ▶ About our public bike share
- ▶ 2020 in review
- ▶ Bluebikes in 2021
- ▶ Questions from you

Municipal staff intros



Today's system

- ▶ 10 municipalities
- ▶ 400-ish stations



Owned by the public

- ▶ Sustainable business model with specific goals for dependable, predictable service
- ▶ Focus on removing barriers for residents and visitors
- ▶ Good jobs, good wages
- ▶ Responsive to community needs



Blue Cross Blue Shield of Massachusetts

- ▶ Title sponsor of the system
- ▶ Fourth year of a six-year sponsorship
- ▶ Supports system growth and accessibility, including system upgrades and marketing



Managing our public bike share

- ▶ Each municipality has its own contract with Lyft with deliverables and service requirements
- ▶ A signed agreement guides our decision-making and holds each of us accountable to the others
- ▶ Meet 1-2 times per month (sometimes more often!)



Using Bluebikes

- ▶ Bluebikes is a “dock-based” system
- ▶ All trips start and end at a station
- ▶ You are responsible for the bike, including its replacement cost



Returning the bike

- ▶ Align the triangle (may need to lift up or push down the triangle)
- ▶ Push the bike into the dock
- ▶ Wait for the green light
- ▶ Problems? Call 1-855-948-2929



See a lost bike?

- ▶ Return it to a dock,
- ▶ Email missing@bluebikes.com,
or
- ▶ Call 1-855-948-2929



Pricing update

- ▶ Last price increase was in 2017
 - Annual passes increased by \$10
 - \$99 to \$109 for the year
 - Group discount programs also increased, depending on your employer
 - 30-day passes now \$25
 - \$2.95 for a single trip

Prices won't change for everyone

- ▶ Our discount program for low-income individuals has not, and will not, change
 - \$50/year or \$5/month
 - Apply online boston.gov/bike-share
- ▶ We can still offer free passes to certain groups
 - Right now, for employees of local retail stores
- ▶ Boston offers \$5 annual pass to people experiencing homelessness or living in transitional housing

2020 In Review

A decorative graphic in the top right corner of the slide. It consists of several overlapping circular and semi-circular shapes in various shades of blue and one bright orange shape. Some of these shapes are filled with a fine halftone dot pattern, while others are solid color. The overall effect is a modern, abstract geometric design.

2020 in review

- ▶ 2020 was different, but Bluebikes was here!
- ▶ Graphics and interactive maps available at bit.ly/bluebikes-in-2020

Bluebikes in 2021

Spring redeployment

- ▶ 56+ stations returning by May 1
- ▶ Conservative approach to weather this year



Full schedule: bluebikes.com/blog/2021-spring-redeployment

New neighborhoods, new stations

- ▶ Salem is in contract negotiations
 - More to come!
- ▶ Continue to gradually grow in most municipalities



Expansion in Boston

- ▶ Launching in Hyde Park this year
- ▶ New stations in Mattapan, Dorchester, Roslindale

boston.gov/bike-share-expansion



Expansion in Everett

- ▶ 3 new stations, including at Wellington MBTA station



Expansion in Somerville

- ▶ Two along GLX: East Somerville and Gilman Square
- ▶ One to serve the new high school
- ▶ One more station in Assembly Square



Events this spring and summer

- ▶ April: 30 Days of Biking
- ▶ May: Bike Month
 - Look out for Unicorn Bikes!
- ▶ June: Pride
 - Take a trip on special bikes, donate to a local LGBTQIA+ organization
- ▶ July: 10th Anniversary



Questions

Pre-submitted questions

- ▶ When will we have access to e-bikes?
- ▶ What about dockless Bluebikes?
- ▶ How are you improving system reliability?

Questions posed in the meeting

- ▶ How many employees does the system have?
- ▶ Explain again the ownership and decision-making structure.
- ▶ My friend and I visited the southernmost, easternmost, westernmost, and northern stations. Are we the reigning champions of Bluebikes?
- ▶ How is MAPC involved, and can more municipalities in the region join Bluebikes?
- ▶ How do you pay ongoing operations costs? How much do you pay?
- ▶ Where can I find information about the discount program?